



PHILIP MORRIS

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May 21, 1982

Ms. Ruth Washington
Publisher
Los Angeles Sentinel
1112 East 43rd Street
Los Angeles, CA 90011

Dear Ms. Washington:

New Benson & Hedges Deluxe Ultra Lights will be introduced regionally beginning the week of June 7 and we are pleased that the Los Angeles Sentinel will be part of this campaign.

There are eight full pages on schedule for June and July with plans for additional activity in the months to follow.

We hope you will give us a fair share of your better advertising positions and we also hope you and your associates will enjoy the regular and menthol Benson & Hedges Deluxe Ultra Lights that are enclosed.

Sincerely,

James L. Thompson, Jr.
Vice President - Media

mcf:
Enc.

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